

# “Pay-as-You-Throw” for Lewiston

Why Pay-as-  
You-Throw

How It  
Works

Benefits



May 2015

# Solid Waste Today

## Why Pay-as-You-Throw

- Lewiston has significant room for improvement with solid waste and recycling.
- Taxpayers pay \$200,000 too much for dumping each year.
- If we don't address the cause of the problem, solid waste costs will continue to rise
- The solution involves using incentives to make residents true partners in solving this problem.
- Pay as you throw is working with 31% of the population of Maine, with extremely good results.

## How It Works

## Benefits

# Summary

## Why Pay-as-You-Throw

### A Change in How You Pay for Trash

- **Why?** It is the only way to fix a broken system
- **Today:** Residents pay the same no matter how much they throw away
- **With PAYT:** Residents are empowered and can manage it better; they only pay for what they throw away

## How It Works

### Numerous Benefits

- **City budget savings**—by sending less trash to incinerator
- **Lower taxes** – resulting from lower costs
- **Sustainability**—more recycling is good for the environment, good for jobs, and is the right thing to do
- **Equity**—paying for your own waste, not your neighbors'

## Benefits

### Very Few Changes

- Households simply recycle more; little changes for them
- Relatively simple to implement
- Lasting change is created with little ongoing work

## Benefits

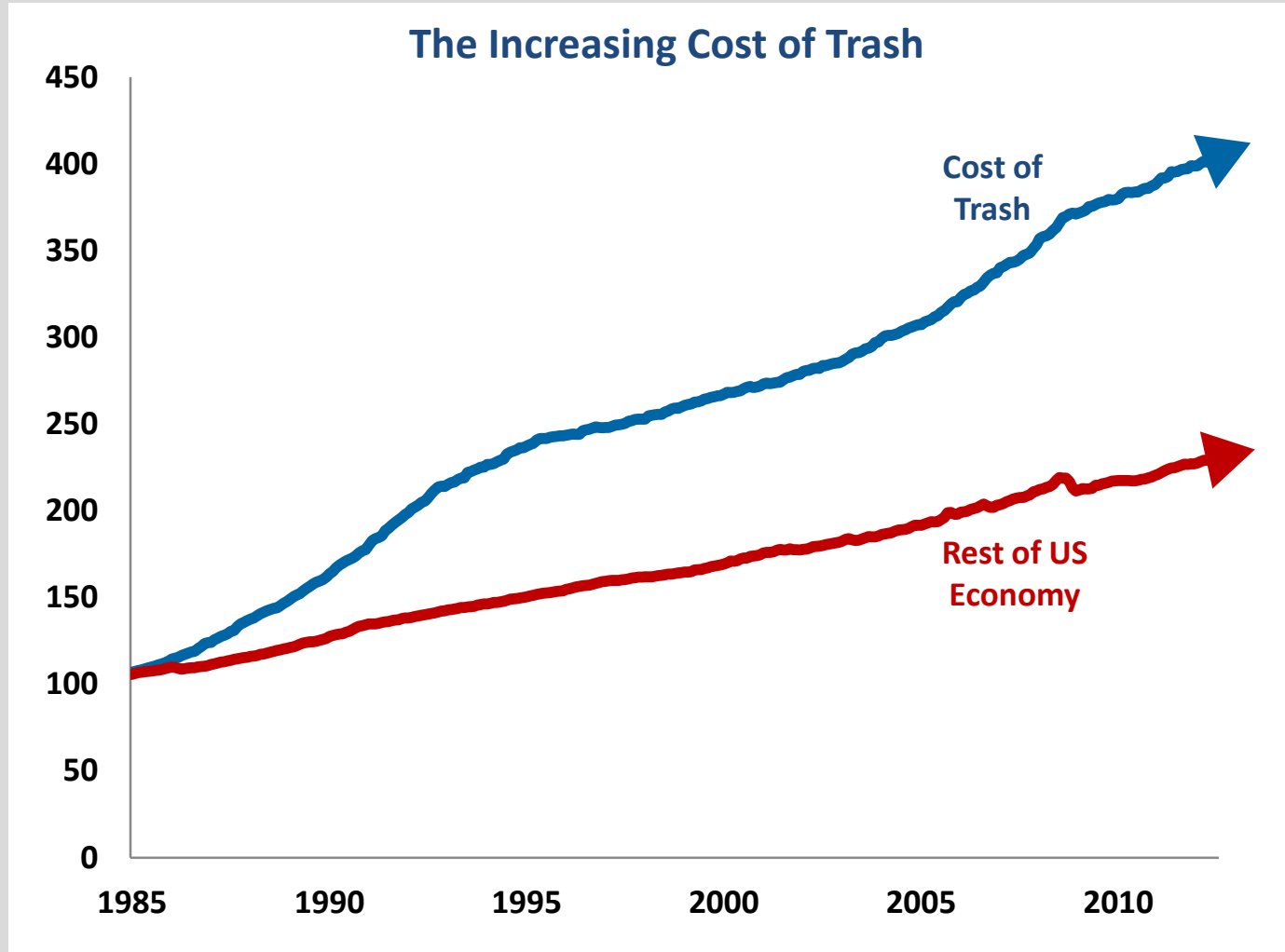
- 
- A map of the United States illustrating the distribution of the 't' and 'd' sounds. States where 't' is the most common sound are colored dark blue, and states where 'd' is the most common sound are colored light green. The dark blue states include Washington, Oregon, California, Nevada, Arizona, Texas, Oklahoma, Kansas, Nebraska, South Dakota, North Dakota, Minnesota, Wisconsin, Illinois, Indiana, Michigan, Ohio, Pennsylvania, New York, Vermont, New Hampshire, and Maine. The light green states include Montana, Wyoming, Idaho, Utah, Colorado, New Mexico, New Jersey, Delaware, Maryland, Virginia, North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, and Florida.

# Solid Waste Costs Rising – Poor Recycling

Why Pay-as-You-Throw

How It Works

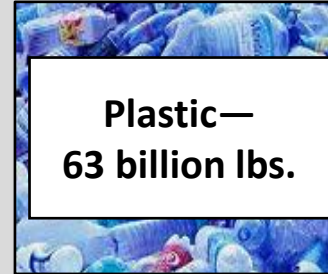
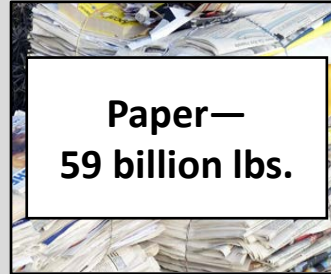
Benefits



# Wasted Resources

## Why Pay-as-You-Throw

### Natural Resources



## How It Works

### Energy



## Benefits

### Carbon Emissions



# Solid Waste is a Utility, But is Not Priced That Way

## Why Pay-as-You-Throw

**We Pay Based on  
How Much We Use**



**Water**



**Electricity**



**Gas**



**Residents are motivated to  
conserve**

**We Pay a Set Amount No  
Matter How Much We Use**



**Garbage**



**Residents are less motivated to  
conserve**

## How It Works

## Benefits

# The Result: Unfairness

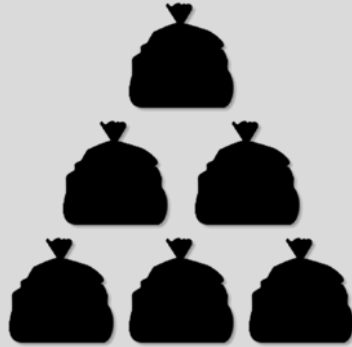
Why Pay-as-You-Throw

How It Works

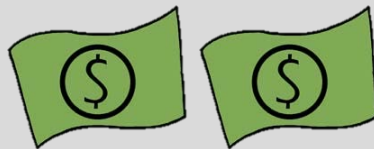
Benefits

**Some Neighbors:**

**Recycle Little and  
Throw Away More**



**Cost Lewiston Millions;  
Costs Shifted to Others**



**You:**

**Recycle Responsibly  
and Throw Away Less**



**Save Lewiston Millions**





# Why Pay-as-You-Throw

## How It Works

## Benefits

CITY OF LEWISTON REAL ESTATE TAX STATEMENT			Fiscal Year 2015 July 1, 2014 through June 30, 2015	
PARCEL NUMBER	ACCOUNT NUMBER	DATE OF BILLING	TOTAL TAXES	
00-002006	37596	01/15/2015		5,247.27
LOCATION OF PROPERTY AND DESCRIPTION <b>01008 LISBON ST LAND &amp; BLDG - 110X118</b>			BILL NUMBER	154000002006
			DUE SEPTEMBER 15, 2014	2,623.64
			DUE MARCH 16, 2015	2,623.63
			AMOUNT PAID TO DATE	0.00
			INTEREST DUE	61.39
			BALANCE DUE	5,308.66
<b>1008 LISBON STREET LLC 1008 LISBON ST LEWISTON, ME 04240</b>				
<b>CURRENT BILLING INFORMATION</b>				
Valuation Homestead Exemption Other Exemption Taxable Valuation Tax Rate <b>TOTAL TAX</b>				
<div style="border: 2px solid blue; padding: 10px; transform: rotate(-10deg); display: inline-block;"> <b>Solid Waste Costs Buried in Property Taxes – But You Are Still Paying!</b> </div>				
Notice: If you are a new owner of the property, please contact the Assessor's Office at 513-1322 for information regarding the state municipal property tax assessment and reimbursement. If you are a returning owner, your assessment and reimbursement has already been reduced to reflect your previous assessment.				
If you are a new owner of the property, please contact the Assessor's Office at 513-1322 for information regarding the state municipal property tax assessment and reimbursement. If you are a returning owner, your assessment and reimbursement has already been reduced to reflect your previous assessment.				
<b>QUESTIONS ?</b> If you have any questions, please contact the Assessor's Office at 513-1322 for information regarding the state municipal property tax assessment and reimbursement. If you are a returning owner, your assessment and reimbursement has already been reduced to reflect your previous assessment.				
<b>OFFICE HOURS</b> 8:30 a.m. - 4:00 p.m. Monday - Friday				
PLEASE SUBMIT BOTTOM PORTION ALONG WITH YOUR PAYMENT <b>CITY OF LEWISTON REAL ESTATE TAX STATEMENT</b>				
1008 LISBON STREET LLC 1008 LISBON ST LEWISTON, ME 04240			LOCATION <b>01008 LISBON ST LAND &amp; BLDG - 110X118</b>	
TELEPHONE #			PARCEL NUMBER <b>00-002006</b>	
If you wish to pay by credit card indicate card type and write number and signature below. <input type="checkbox"/> MasterCard <input type="checkbox"/> Visa <input type="checkbox"/> Amex <input type="checkbox"/> Discover PLEASE NOTE: A 2.5% merchant fee (\$1.00 minimum) will be charged on all credit/debit card transactions.			ACCOUNT NUMBER <b>37596</b>	
NAME ON CARD			DATE OF BILLING <b>01/15/2015</b>	
ZIP CODE			DUE SEPTEMBER 15, 2014 <b>2,623.64</b>	
Credit Card Number			DUE MARCH 16, 2015 <b>2,623.63</b>	
Expiration Date			PAYMENT AMOUNT	
Signature				

## With Pay-as-You-Throw: You Pay Based on How Much You Throw Away



*It's like giving you your own electric meter rather than sharing one with all your neighbors.*

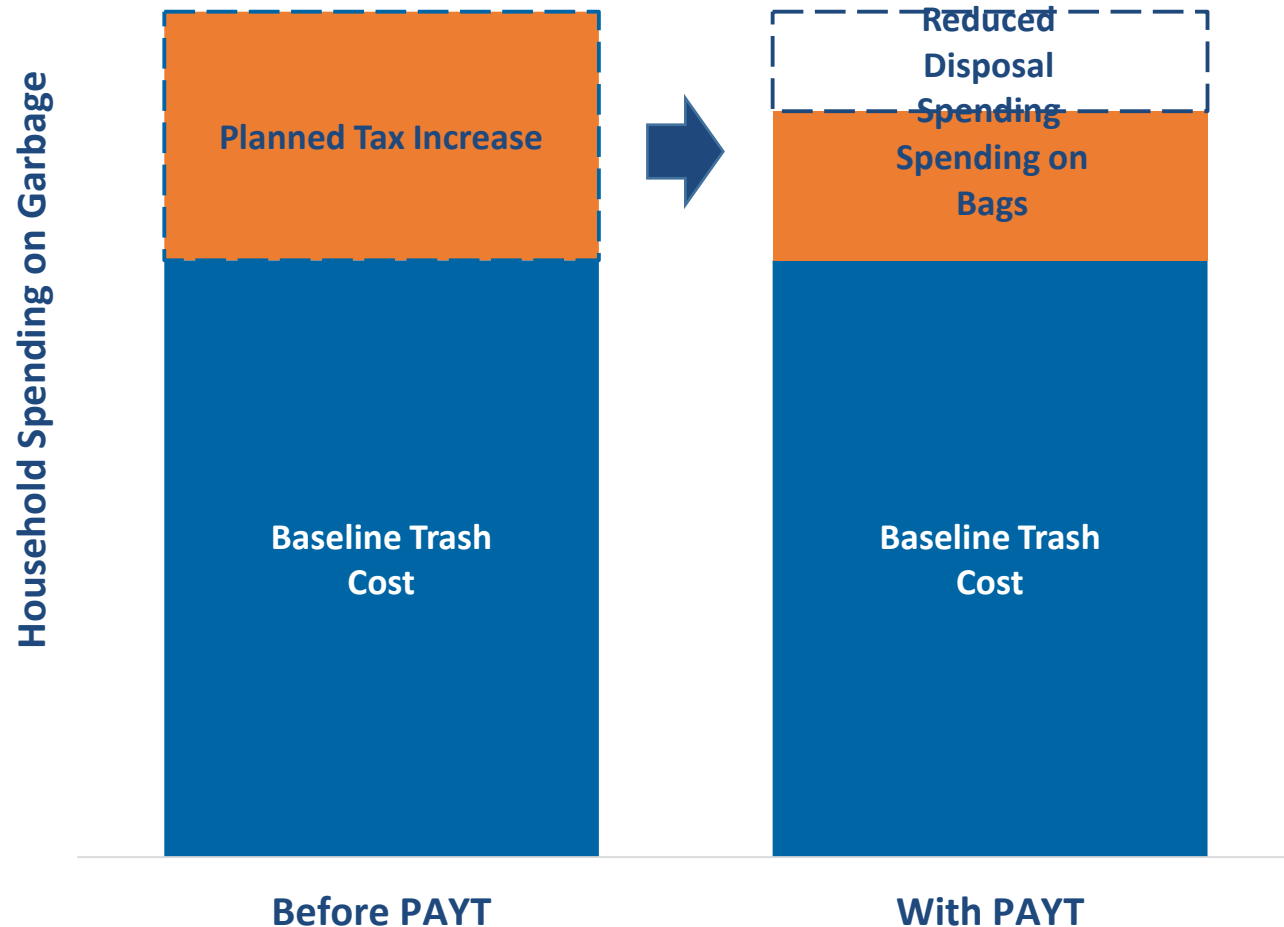
# Impact on Household Finances

Why Pay-as-You-Throw

How It Works

Benefits

**PAYT is Better Than a Tax Increase— Why?**  
**Disposal Savings Reduce the Amount of Money Residents Pay**



# A Manageable Expense

## Why Pay-as-You-Throw

Because people *recycle more* and *throw away less* with pay-as-you-throw, the *cost of bags is minimal* in the average PAYT household:

1 Small Bag per Week  
1 Large Bag per Week



\$1.25 per Week  
\$2.00 per Week



With PAYT, residents can choose how much they spend by recycling more. Tax increases and flat fees don't permit that.

## Benefits

# Simple for Residents

## Why Pay-as-You-Throw

## How It Works

## Benefits

### Now

#### Buy Trash Bags at Store



#### Take Bags to Curb



### With Pay-as-You-Throw

#### Buy Trash Bags at Store



#### Take Bags to Curb



The only change is that you have more recycling.

# Streamlined Operations

Why Pay-as-You-Throw

How It Works

Benefits

## Now

Run Garbage Pickup Routes



Collect From Homes



Messy Streets on Trash Day



Finish Routes



## With Pay-as-You-Throw

Run Garbage Pickup Routes



Collect From Homes



Cleaner Trash Day



Finish Routes—*Earlier*

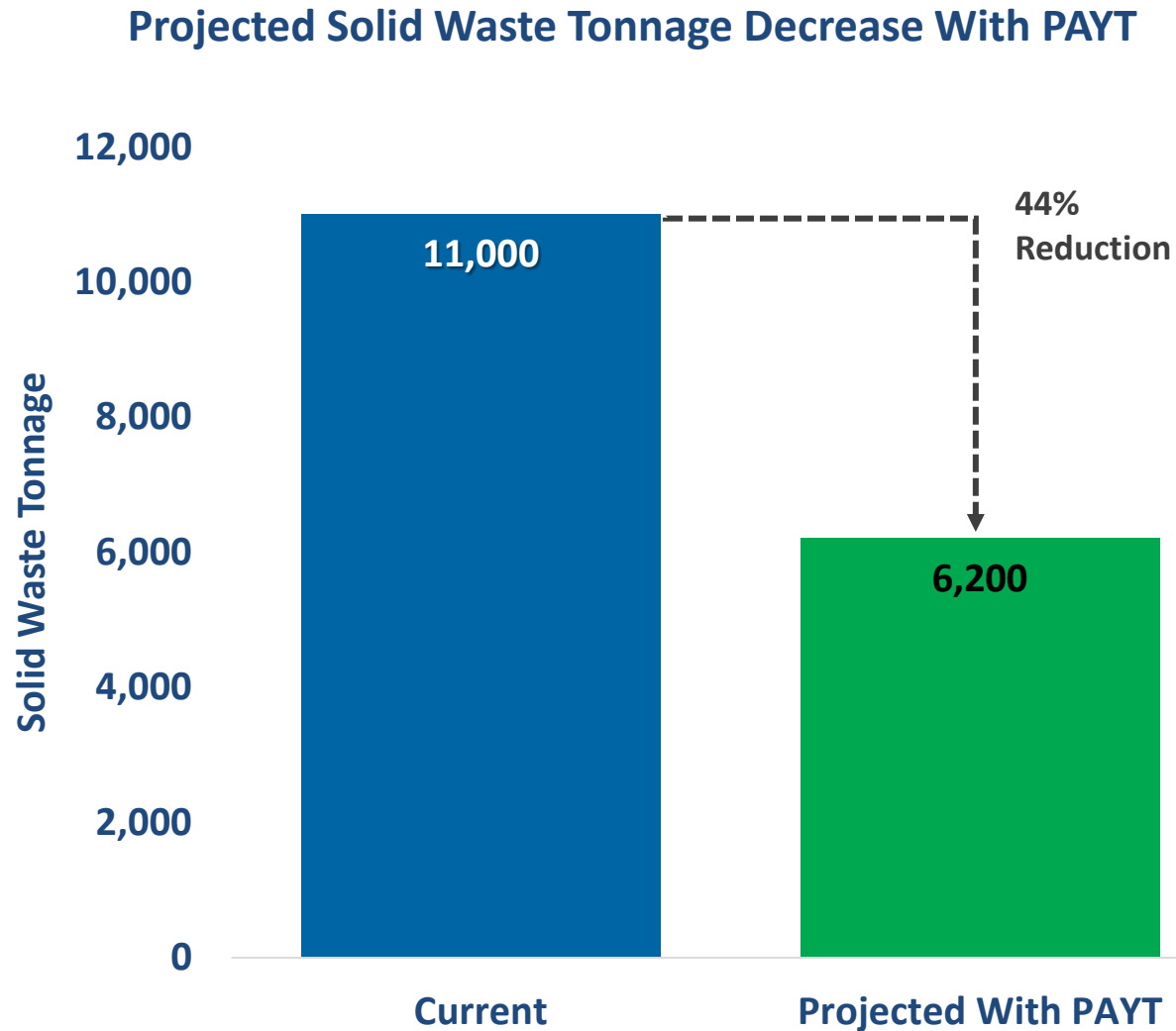


# Large Drop in Trash Tonnage

Why Pay-as-You-Throw

How It Works

Benefits



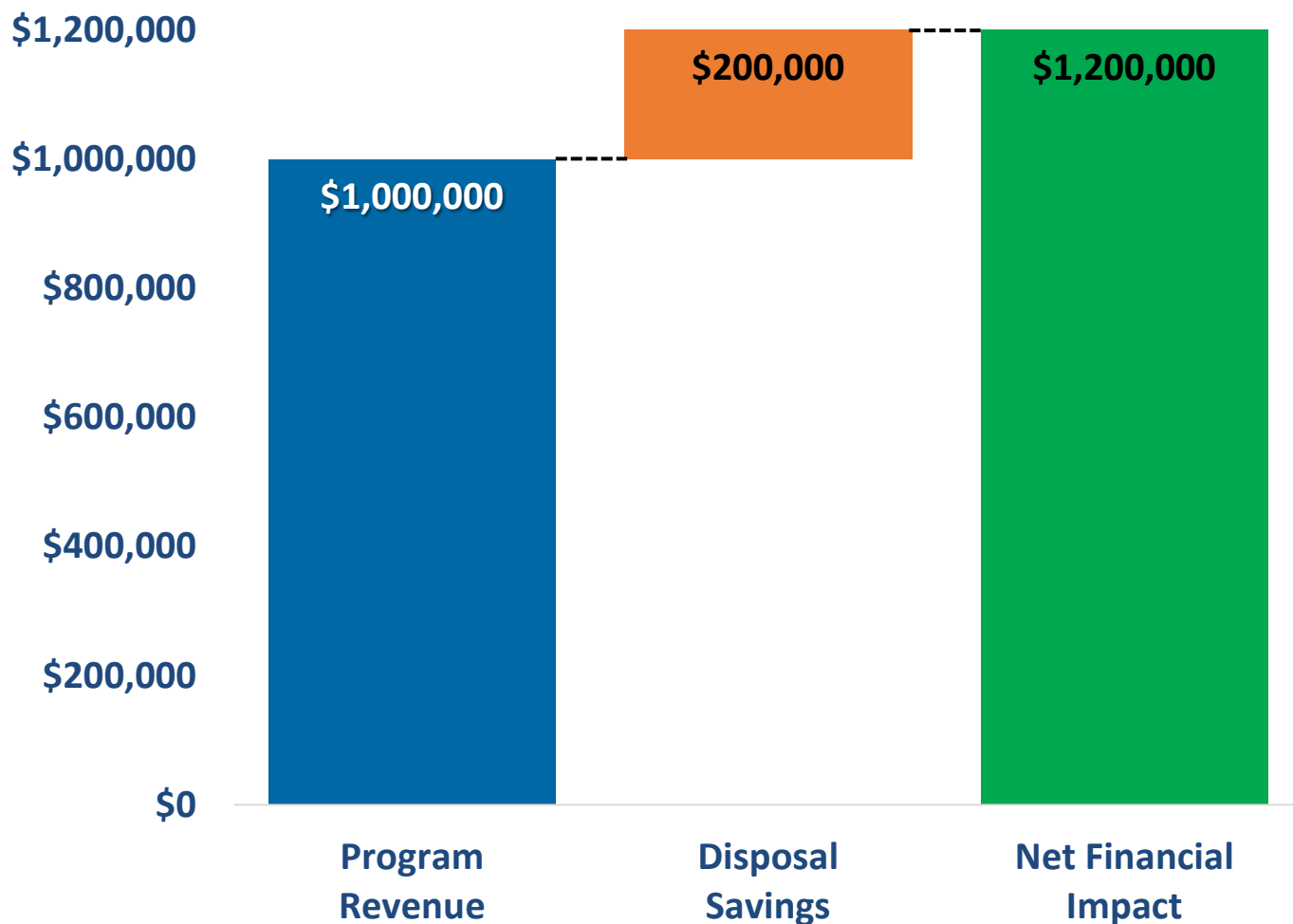
Why Pay-as-  
You-Throw

How It  
Works

Benefits

# Financial Impact

Projected Annual Financial Impact of PAYT



# Environmental Savings

Why Pay-as-  
You-Throw

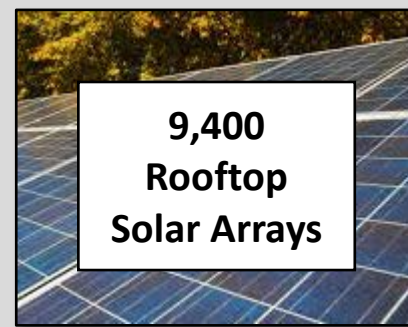
How It  
Works

Benefits

**Savings in Greenhouse  
Gas Emissions—  
Like Taking Away...**



**Energy Savings—  
Like Capturing  
the Energy From...**





# Conclusion

## Why Pay-as-You-Throw

With PAYT, the City can generate \$1.2 million in annual impact while only charging residents \$1 million.

PAYT is fair, allowing residents to pay their own cost for solid waste.

## How It Works

By increasing recycling, PAYT will reduce the City's costs and help create jobs in recycling businesses.

PAYT is no different than the metering we have done for electricity, water and other public services.

## Benefits

# Will PAYT Cause Illegal Dumping?

## Frequently Asked Questions

City leaders and other experts agree:  
**PAYT does not increase illegal dumping.**

All the things people said could happen and would happen—illegal dumping, throwing of trash across the city—***never happened***.

—Bob Moylan, Commissioner (retired), Worcester MA Public Works

“Overall, ***PAYT does not lead to increased illegal dumping....***

Communities report that illegal dumping is a ‘perceived’ barrier and not an actual barrier.”

Econservation Institute  
“Fact Sheet: Pay-As-You-Throw and Illegal Dumping”

“Most communities with PAYT have found that illegal diversion has proven to be ***less of a concern than anticipated***—and that there are steps they can take to minimize its occurrence..”

US Environmental Protection Agency

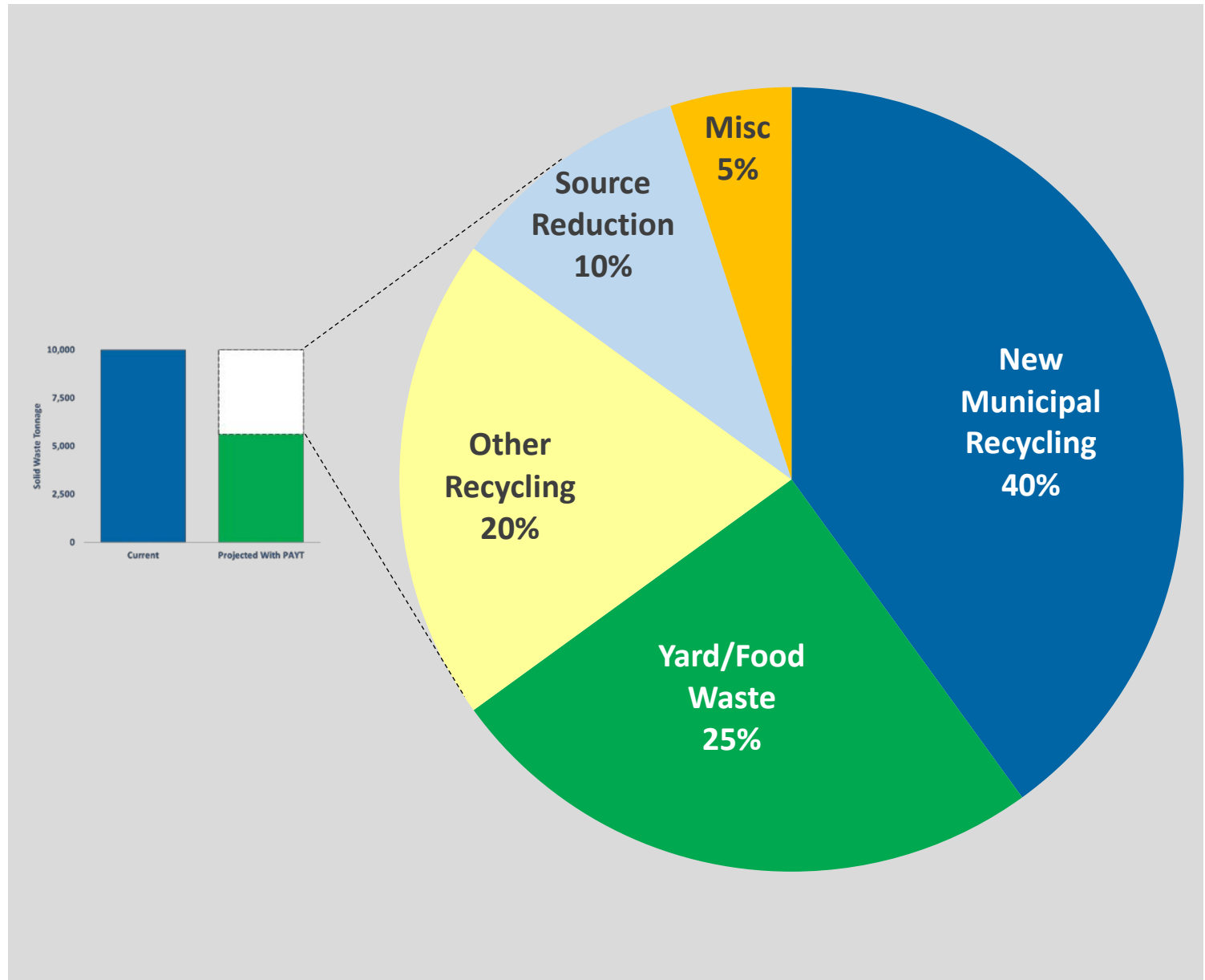
Concerns that implementing a pay-as-you-throw system would bring an increase in illegal dumping have been ***largely unfounded***.

—Chip Chesley, General Services Director, Concord NH

**80% of illegal dumping is actually commercial material, not residential.**

# Where Does the Trash Go?

## Frequently Asked Questions



# Public Engagement Overview

**Public engagement is very important for a successful program.**

Council Budget  
Modification /  
PAYT

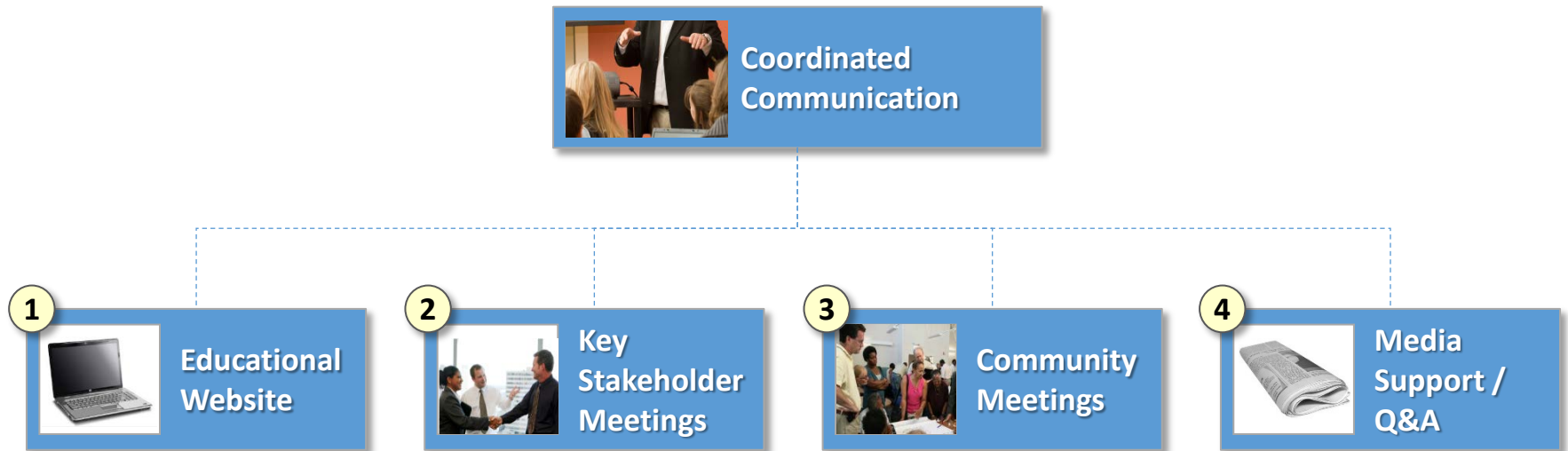


**Public Engagement**

- Highlight the solid waste challenge & the need to solve it
- Introduce PAYT
- Outline benefits of PAYT
- Collect resident input & feedback
- Encourage dialog about waste reduction & recycling

# Public Engagement

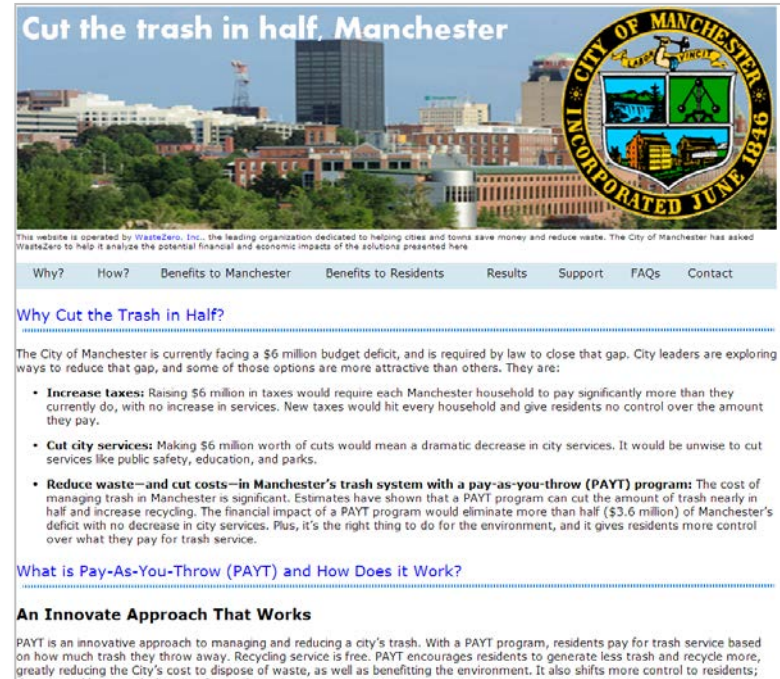
The city needs to engage with residents to explain why the “trash problem” is important, and why PAYT is the best way to solve it.



# Public Engagement Educational Website

## Key Purposes:

- Describe the city's challenges or goals, and how they could be addressed by "cutting the trash 44%"
- Introduce PAYT as a solution
- Show how a successful PAYT program works
- Outline the program's estimated benefits to the city and to residents
- Describe the resident experience with PAYT
- Show results from other, similar towns and cities
- Address common concerns or questions
- Provide a mechanism to give feedback, ask questions, and get involved.



*The website can be a **critical tool** for educating the public, addressing questions and concerns, collecting feedback, and motivating grassroots participation.*

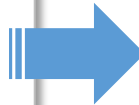
# Public Engagement

## Stakeholder Briefings

It is important to meet with a range of community leaders to educate them about why it's important to “cut the trash and increase recycling,” how the program will benefit the community, and to engage in helpful dialog.

### Key stakeholders may include:

- Elected Officials
- City Staff Members
- Individual Business or Community Leaders
- Local Organizations
  - Advocacy Groups
  - Business Organizations
  - Service Clubs
  - Community Groups
- Others (as appropriate)



### Main topics addressed include:

- Why this is important
- What PAYT is and how it works
- Benefits to the city
  - Financial
  - Environmental
- Fairness and convenience for residents
- Feedback
- Questions

*These meetings are extremely helpful in producing a **common understanding** of the need and the program, as well as for **boosting support** throughout the community.*

# Public Engagement

## Community Meetings

**These public forums can provide good opportunities to educate residents, as well as gather their feedback and answer questions.**

- Three public meetings
- City staff and vendor
- Attend and deliver presentations regarding
  - PAYT Overview
  - Financial and Environmental Benefits
  - Resident Experience
  - Other (as appropriate)
- Address questions and concerns
- Provide literature for the attendees
- Engage with media (as appropriate)





# Public Engagement

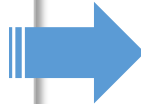
## Media Support

Educating the media is, by extension, educating residents. Lewiston needs to ensure that the media fully understands the need and the solution.

### Objectives:

- Ensure that city officials have what they need to effectively meet the needs of the media
- Ensure that local media channels are fully briefed on the need for the program and how it works

*The Aughton Globe*



### Key Components:

- Value and benefits of the program
- Key logistical issues
- Frequently asked questions (FAQs)
- Editorial board briefings for local media
- Background documents for the media
  - Key messages and statistics
  - FAQs
  - PAYT Primer / Backgrounder
- Press release for the city

# Public Engagement

## Community Education & Engagement

### Message/ Talking Point Development

- Combine City specifics with WasteZero experience



### Community Outreach Meetings

- Neighborhood- and/or affinity-group based



### Resident Education Materials

- Existing library
- Customizable for City



### Resident-Facing Web Site

- Program information
- How-to's/FAQs
- List and map retailers selling bags

## Pre-Implementation Support

## Ongoing Support

## Public & Media Relations



### Coordination With Local Media

- Convey specific and general messaging points
- Editorial board meetings
- Serve as resource for media



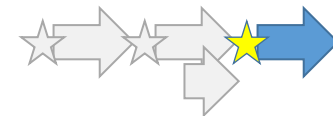
### "Success Stories" at Program Milestones

- Steady flow of news on program successes

# Public Presentation Material

- The following is a presentation meant to demonstrate why PAYT is was chosen as a way to increase recycling, save money and reduce solid waste.
- This presentation would also work well presented alongside a piece on all of the recyclables that are accepted through curbside collection.

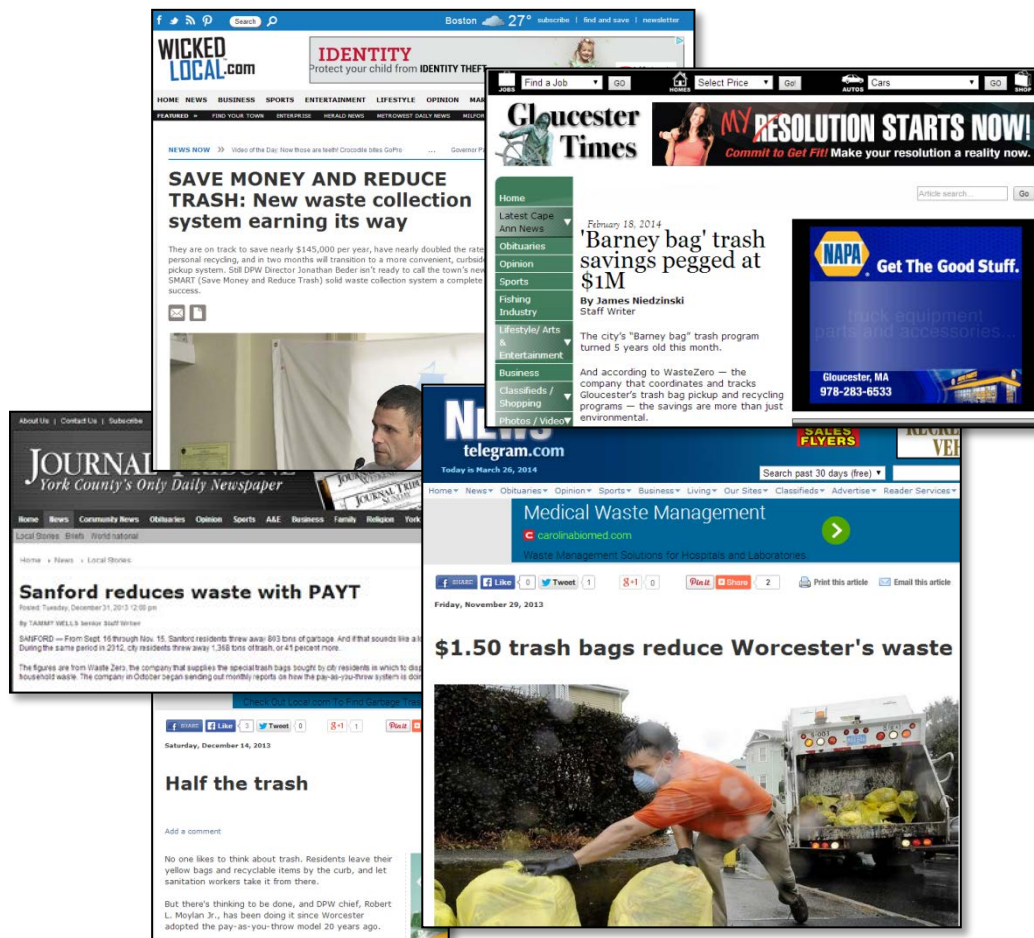
# Ongoing Progress Reports & Media Outreach



As the program generates significant and positive results, WasteZero can help city leaders communicate that to the media and to residents.

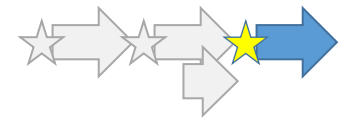
## WasteZero offers

- Regular reporting to the city regarding program results (requires the city to share some ongoing data with WasteZero)
- Notification when key milestones are achieved
- Press releases and media outreach announcing achievement of key milestones
  - For the municipality to release
  - For WasteZero to release, as well, with municipal approval
- Development of a case study highlighting the program's success



*WasteZero's media outreaches often result in **positive coverage** of the program's results in local media. With larger "first mover" cities in a region, positive **national press** is also possible.*

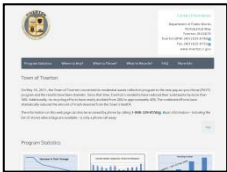
# Ongoing Communications



After launch, many communications tools created during the pre-launch phase will remain in effect, and additional support is added.

## Continued from pre-launch period:

### Program Website



### Toll-Free Line

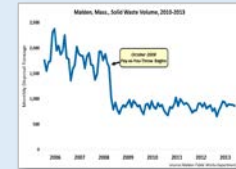


### Educational Materials



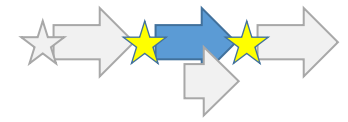
## Added after launch:

### Progress Reports & Media Outreach



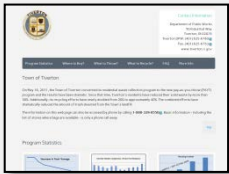
# Public Engagement

## Logistics-Related Communications



In the ~3 months leading up to launch, the strategy shifts to giving residents all the information they need to participate in the program. WasteZero provides a range of tools and support.

### Program Website



- Customized for the city
- Program overview & benefits
- Bag prices & sizes
- Retail locations
- FAQs
- Recycling & trash collection guidelines

### Toll-Free Line



- 24/7 availability
- Pre-recorded self-service
- Menu-driven
- Key program information
- Available option to speak live with customer service

### Launch Materials



- Postcard mailed to each home (city covers postage)
- Launch flyer (provided to city electronically)

### Educational Materials



- Customized with the city's name & seal
- Wide range of useful tips & topics for residents
- Electronic format for easy printing